



MARKET
& OPINION
RESEARCH
SERVICES

720 Third Ave.
Suite 1110
Seattle, WA 98104
(206) 652-2454

436 14th Street
Suite 820
Oakland, CA 94612
(510) 844-0680

4041 North High Street
Suite 300M
Columbus, OH 43214
(614) 268-1660

610 SW Alder Street
Suite 521
Portland, OR 97205
(503) 444-6000

EMCresearch.com

**Telephone Survey of City of Oakland Registered Voters who voted in 2+/⁴ Past Elections
+ New Registrants since General 2012 Election and voted in Primary 2014 Election
Conducted for Save Knowland Park Coalition
Conducted September 30-October 5, 2014
n=351; Margin of Error: \pm 5.2 percentage points
EMC #14-5374**

*All numbers in this document represent percentage (%) values, unless otherwise noted.
Please note that due to rounding, percentages may not add up to exactly 100%.*

Hello, my name is _____, may I speak with (NAME ON LIST). **MUST SPEAK WITH NAME ON LIST**

Hello, my name is _____, and I'm conducting a short survey for EMC Research to find out how Oakland residents feel about some city issues. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

1.	Sex (record from observation)	
	Male	45
	Female	55
2.	Are you registered to vote in Oakland?	
	Yes → CONTINUE	100
	No → TERMINATE	-
3.	Do you think things in the city of Oakland are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?	
	Right direction	39
	Wrong track	42
	(Don't know)	19

I'm going to read you a short list of places and organizations. For each one, please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion. If you have never heard of one, please say so. **(NOTE: If respondent says "Don't Know," "No opinion," or something similar that is not Favorable/Unfavorable, probe for Can't Rate or Never Heard: "Would you say that you have heard of (QX) but cannot rate (QX) or have you never heard of (QX)?")**

(PROMPT IF NEEDED: "Do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of [READ ITEM]?")

SCALE:	Strongly favorable	Somewhat favorable	Somewhat unfavorable	Strongly unfavorable	(Can't rate)	Never Heard
(RANDOMIZE)						
4.	The Oakland City Council					
	6	39	22	19	11	2
5.	The Oakland Zoo					
	50	32	6	4	7	2
6.	The Sierra Club					
	33	27	9	5	9	17
7.	The Alameda County Board of Supervisors					
	6	34	15	7	23	15

(END RANDOMIZE)

8. How important to your quality of life is having access to public parks, open space and natural areas in Oakland? Would you say very important, somewhat important, somewhat unimportant, or not important at all?

Very important	80
Somewhat important	15
Somewhat unimportant	1
Not important at all	2
(Don't know)	2

9. In recent years, there have been news reports about a proposal to expand the Oakland Zoo, located within the city-owned Knowland Park. Are you familiar or not familiar with this issue?

Yes / Familiar	53
No / Not familiar	46
(Don't know)	1

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10. From what you've heard so far about plans to expand the Oakland Zoo into Knowland Park, do you strongly support, somewhat support, somewhat oppose or strongly oppose this plan?
- | | |
|------------------------|----|
| Strongly support | 22 |
| Somewhat support | 35 |
| Somewhat oppose | 15 |
| Strongly oppose | 10 |
| (Undecided/Don't Know) | 18 |
11. The Zoo's proposal, called the "California Trail exhibit," includes a visitor center, restaurant, offices and educational facilities, gift shop, interpretive center, and a gondola ride to transport visitors uphill from the existing zoo to the new expansion area. Having heard this, do you strongly support, somewhat support, somewhat oppose, or strongly oppose the Zoo's proposed expansion into Knowland Park?
- | | |
|------------------------|----|
| Strongly support | 25 |
| Somewhat support | 38 |
| Somewhat oppose | 15 |
| Strongly oppose | 13 |
| (Undecided/Don't Know) | 10 |
12. Nearly half the size of San Francisco's Golden Gate Park, Knowland Park is the largest natural park owned by the City of Oakland. The Oakland Zoo is built on a portion of the park, while the vast majority of Knowland Park remains natural open space, freely accessible by the public. Oakland Zoo's management has proposed an expansion plan that would build new facilities and exhibits on currently undeveloped, open space areas of Knowland Park. The plan is opposed by numerous environmental groups, including the Sierra Club, Center for Biological Diversity, California Native Plant Society and Friends of Knowland Park. Having heard this, do you strongly support, somewhat support, somewhat oppose, or strongly oppose the Zoo's proposed expansion into Knowland Park?
- | | |
|------------------------|----|
| Strongly support | 19 |
| Somewhat support | 28 |
| Somewhat oppose | 26 |
| Strongly oppose | 20 |
| (Undecided/Don't Know) | 7 |

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I'd like to read you some things critics of the Zoo's expansion into Knowland Park are saying. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements. **(RE-PROMPT IF NEEDED): Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that?**

SCALE:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	(Don't Know)
(RANDOMIZE)					
13.	Oakland's parks, open spaces and natural areas are an important asset and should be protected from development, so that future generations can experience and appreciate them.				
	55	30	8	4	2
14.	Knowland Park is a rare refuge for wildlife in the East Bay hills, providing habitat for threatened species and native animals such as mountain lions, foxes, deer, owls, and countless songbirds. These wildlife species should not be kicked out of their home for a zoo expansion project.				
	48	28	11	8	5
15.	Knowland Park is a public park, owned by the residents of the City of Oakland, and should not be turned over to a private organization to develop for its own benefit.				
	54	22	11	10	3
16.	Voters recently rejected a parcel tax that would have funded the Zoo's proposed expansion, and Zoo managers have not revealed a plan for how they will pay for the expansion costs. The Zoo should not be allowed to proceed with a project that could force the public to pay millions of dollars of future expenses.				
	51	26	11	7	5
17.	Rather than spend millions of dollars to expand the Zoo, Zoo managers should focus their spending on needed repairs and ensuring good animal care and safety at their existing facilities.				
	44	32	10	7	6
18.	Knowland Park should be protected as a rare place where Oakland kids can go to learn and explore California's natural environment.				
	59	26	8	5	1

(END RANDOMIZE)

19.	After hearing these statements, do you strongly support, somewhat support, somewhat oppose or strongly oppose the Zoo's proposed expansion into Knowland Park?				
	Strongly support				17
	Somewhat support				27
	Somewhat oppose				20
	Strongly oppose				27
	(Undecided/Don't Know)				9

20. Which of the following statements is closest to your opinion:

(RANDOMIZE 1-3)

The Zoo should be allowed to expand, <u>but</u> new facilities should be built within or near existing zoo buildings, impacting the smallest amount of public parkland as possible, and minimizing impacts to threatened plant and animal species.	44
The Zoo should be able to build their expansion project as proposed, <u>without any changes</u> .	17
The Zoo <u>should not</u> be allowed to expand onto undeveloped public parkland. They should find ways to meet their needs within their existing area.	31
(None)	2
(Don't Know)	6

(END RANDOMIZE)

We're almost done. Just a few more questions for statistical purposes only.

How often do you and your family visit the following? Would you say at least once a month, at least once a year, sometime in the past, or never? **(RE-PROMPT ONLY IF NEEDED)** ... **How often would you say you visit [Qx]?**

SCALE:	At least once a month	At least once a year	Sometime in the past	Never	(Don't Know/Refused)
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(RANDOMIZE)

21. The Oakland Zoo	11	36	34	17	1
22. Knowland Park hiking trails or open space areas	13	23	24	39	1

(END RANDOMIZE)

23. How long have you lived in Oakland?	
0-3 years	4
4-6 years	10
7-10 years	13
11-14 years	6
15-20 years	12
20+ years	55
(Refused)	-
24. Are you the parent or guardian of any children under the age of 18 living in your household?	
Yes	28
No	72
Refused	-

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25.	Are you or is anyone in your family a member of the Oakland Zoo?	
	Yes, self	4
	Yes, family member	8
	Both self and family member	5
	No	82
	(Don't know)	1
26.	Would you consider yourself to be Hispanic or Latino, Black or African American, White, Asian or Pacific Islander, or something else?	
	Hispanic/Latino	6
	Black/African-American	25
	White	48
	Asian/Pacific-Islander	9
	(Bi-racial/ Multi-racial)	2
	Something else/ other	6
	(Refused)	4
27.	Do you consider yourself to be a strong environmentalist, moderate environmentalist, or not an environmentalist?	
	Strong environmentalist	37
	Moderate environmentalist	46
	Not an environmentalist	14
	(Don't know)	2

THANK YOU!

AGE FROM SAMPLE FILE

18-39	24
40-49	19
50-64	30
65+	27

PARTY FROM SAMPLE FILE

Democrat	71
Republican	6
NPP/ Other	23